

Midwest Communications
49 South Grant Street
Columbus OH 43215

Ohio House Rep Org Committee
Submission Number 9042 Issue 1



NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Original

| | | |
|---|--|---|
| Client: Ohio House Rep Org Committee | Submission Cost: 57150 | Campaign Ref: BE512092401 |
| Buyer: [redacted] | Client/Product/Estimate: EST /HD20TV/2012 | Sales Rep: WCMH Political |
| Schedule Dates: 09/25/12 to 10/08/12 | Weeks: 3 | Order Ref: |
| Est./PO Number: | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| | | |
|-----------------------------------|----------------------------|---------------------------------|
| Product: Ohio House | Booking Group: WCMH | Key Market: Columbus, OH |
| Demographic: (L) Household | Order: | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 09/24 | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|--------------|-------|-------|-------|-------|
| 1 | M-Su 11p News MTWTFSS Isolations: W/C 09/24 .TWTFSS. , W/C 10/01 MTWTFSS. , W/C 10/08 M..... | 06 | 2200 | 30 Comme | Nbr of Spots | | | 7 | 15400 |
| 2 | M-Su 11p News MTWTFSS Isolations: W/C 09/24 .TWTFSS. | 06 | 1100 | 30 Comme | Nbr of Spots | 5 | | 5 | 5500 |
| 3 | M-Su 6p News MTWTFSS Isolations: W/C 10/01 MTWTFSS. , W/C 10/08 M..... | 06 | 1600 | 30 Comme | Nbr of Spots | | 1 | 8 | 12900 |
| 4 | M-F 1237a ET / 1137p CT Late Night MTWTFSS Isolations: W/C 10/01 MTWTF.. , W/C 10/08 M..... | 06 | 400 | 30 Comme | Nbr of Spots | | 1 | 6 | 2400 |
| 5 | M-F 10a Today Show III MTWTFSS Isolations: W/C 10/01 MTWTF.. , W/C 10/08 M..... | 06 | 450 | 30 Comme | Nbr of Spots | | 1 | 6 | 2700 |
| 6 | M-F 2p Doctors | 09 | 125 | 30 | Nbr of Spots | | 3 | 3 | 375 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 31 | 27 | 4 | 62 | |
| Open PR | | | | | -1 | | | -1 | -1400 |

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|-----------------------|---|----------|------|-------------|-------|-------|-------|-------|-------|
| 7 | Sun 1205a Law & Order MTWTFSS Isolations: W/C 10/01S | 09 | 250 | 30 Comme | | 1 | | 1 | 250 |
| 8 | Sun 1205a Law & Order MTWTFSS Isolations: W/C 09/24S, W/C 10/01S | 09 | 175 | 30 Comme | | 1 | | 1 | 175 |
| 9 | M-F 5a News MTWTFSS Isolations: W/C 09/24 .TWTF.. | 03 | 350 | 30 Comme | 1 | | | 1 | 350 |
| 10 | M-F 10a Today Show III MTWTFSS Isolations: W/C 09/24 .TWTF.., W/C 10/01 MTWTF... | 03 | 350 | 30 Comme | 4 | | | 4 | 1400 |
| 11 | M-F 2p Doctors MTWTFSS Isolations: W/C 09/24 .TWTF.., W/C 10/01 MTWTF.. | 06 | 175 | 30 Comme | 3 | | | 3 | 525 |
| 12 | M-F 5p News MTWTFSS Isolations: W/C 09/24 .TWTF.. | 03 | 1000 | 30 Comme | 2 | | | 2 | 2000 |
| 13 | M-F 1237a ET / 1137p CT Late Night MTWTFSS Isolations: W/C 09/24 .TWTF.., W/C 10/01 MTWTF... | 03 | 300 | 30 Comme | 4 | | | 4 | 1200 |
| Weekly Totals: | | | | | 31 | 27 | 4 | 62 | |
| Open PR | | | | | -1 | | | -1 | -1400 |

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| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 09/24 | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|--|----------|------|-------------|-----------------------|-------------------|-------|-------|-------|
| 14 | M-Su 6p News MTWTFSS Isolations: W/C 09/24 .TWTFSS, W/C 10/01 MTWTFSS, W/C 10/08 M..... | 03 | 1400 | 30 Comme | Nbr of Spots 5 | | | 5 | 7000 |
| 15 | M-Su 630p NBC Nightly News MTWTFSS Isolations: W/C 09/24 .TWTFSS | 03 | 2000 | 30 Comme | Open Pre-Empted -1 | Nbr of Spots 2 | | -1 | -1400 |
| 16 | Sun 630a News MTWTFSS Isolations: W/C 09/24S | 03 | 800 | 30 Comme | Nbr of Spots 1 | | | 1 | 800 |
| 17 | M-Th, Su 430a News MTWTFSS Isolations: W/C 09/24 .TWTF... | 06 | 75 | 30 Comme | Nbr of Spots 1 | | | 1 | 75 |
| 18 | M-F 1p Days Of Our Lives MTWTFSS Isolations: W/C 09/24 .TWTF.. | 06 | 200 | 30 Comme | Nbr of Spots 1 | | | 1 | 200 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 31 | 27 | 4 | 62 | |
| Open PR | | | | | -1 | | | -1 | -1400 |

Pre-emption Summary

| Ref | Sales Product | Spot Type | Pre-empt Date | Status | Pre-empt Value | Makegood Line(s) (Dates) | Makegood Ref | Campaign Ref |
|-----|---------------|----------------|---------------|------------------|----------------|--------------------------|--------------|--------------|
| 14 | M-Su 6p News | :30 Commercial | 09/24/12 | Open Pre Emption | 1,400.00 | | 0000000000 | BF512092401 |

Grand Totals

| | | Month 9 Weeks: 5 | | Month 10 Weeks: 4 | |
|-------|--------|------------------|-------|-------------------|------|
| | | 09/24 | 10/01 | 10/08 | |
| Spots | Totals | 62 | 31 | 27 | 4 |
| Cost | | 58550 | 24625 | 29275 | 4650 |

Grand Totals:

| | |
|--------------|-----------|
| Spots: | 62 |
| Gross Total: | 57,150.00 |
| Commission: | 8,572.50 |
| Net Total: | 48,577.50 |